



WPTV

ORDER

Print Date 11/20/12

Page 1 of 4

Flight Dates **10/29/12-11/05/12**

Contract / Revision **307368 /**

Original Date / Revision
08/08/12 11/01/12

Advertiser **American Crossroads**

Agency **Crossroads Media**

Buying Contact

**66 Canal Center Plaza - Suite 555
Alexandria, VA 22314-1576**

Product
American Crossroads

Agency Com 15%

Billing Contact

**66 Canal Center Plaza - Suite 555
Alexandria, VA 22314-1576**

Sales Office EWSDC

Sales Region NAT

Agency Ref

Order Sep 00:20:00

Estimate # **694**

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A25-54

Rev Codes POL POL ISS

Product Codes PL

Priority P-2

Advertiser Ref

Primary Account Executive
Marta Salazar-Perren

Account Executive	Order%	Start Date	End Date
Marta Salazar-Perren	100%		

Order Share % Market Value

Competing Station	% of Order	Amount
CABLE	%	
UNKWN	100%	
WFGC	%	
WFLX	%	
WPBF	%	
WPEC	%	
WPPB	%	
WPXP	%	
WTCE	%	
WTCN	%	
WTVX	%	
WXEL	%	

Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
November 2012	35	\$36,975.00	\$43,500.00	0.00
Totals	35	\$36,975.00	\$43,500.00	0.00

Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
10/29/12	11/05/12	35	\$36,975.00	\$43,500.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
E 1	WPTV	10/30/12	11/05/12	M-F 5-6a M-F 5-6a	CM	5-6a	11111--	:30	5	\$650.00	P-2	0.00	NM	5	\$3,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/30/12	11/05/12	11111--			5		\$650.00		0.00				
E 2	WPTV	10/31/12	11/05/12	M-F 6-7a M-F 6-7a	CM	6-7a	1-1-1--	:30	3	\$1,500.00	P-2	0.00	NM	3	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/30/12	11/05/12	1-1-1--			3		\$1,500.00		0.00				
E 3	WPTV	10/30/12	11/01/12	M-F 7-9a M-F 7-9a	CM	7-9a	-111---	:30	3	\$1,800.00	P-2	0.00	NM	3	\$5,400.00



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Page 2 of 4

Contract / Revision **307368** Flight Dates **10/29/12-11/05/12**

Hiatus Dates

Original Date / Revision 08/08/12/ 11/01/12

Order Sep 00:20:00

Advertiser **American Crossroads** Product **American Crossroads**

Estimate # **694**

														<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 3	WPTV	10/30/12	11/01/12	M-F 7-9a M-F 7-9a	CM	7-9a	- 111 - - -	:30	3	\$1,800.00	P-2	0.00	NM	3	\$5,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/30/12	11/05/12	- 111 - - -	3		\$1,800.00		0.00						
E 4	WPTV	10/31/12	11/05/12	M-F 9-10a M-F 9-10a	CM	9-10a	1- 1- 1- - -	:30	3	\$750.00	P-2	0.00	NM	3	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/30/12	11/05/12	1- 1- 1- - -	3		\$750.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
3	WPTV	10/30/12-11/05/12		M-F 9-10a	9-10a		M- W- - F- - - -	:30		(\$750.00)		0.00	NM		
See MG 4.4 [na due oversell]															
4	NPTV	11/05/12-11/05/12		M-F 3p-4p	3-4p		M- - - - -	:30		\$750.00		0.00	NM		
Ⓜ MG for 4.3 11/05															
E 5	WPTV	10/30/12	11/05/12	M-F 10-11a M-F 10-11a	CM	10-11a	11- 11- - -	:30	4	\$650.00	P-2	0.00	NM	4	\$7,550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/30/12	11/05/12	11- 11- - -	4		\$650.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	WPTV	10/30/12-11/05/12		M-F 10-11a	10-11a		MT- ThF- - - -	:30		(\$650.00)		0.00	NM		
See MG 5.5 [na]															
4	WPTV	10/30/12-11/05/12		M-F 10-11a	10-11a		MT- ThF- - - -	:30		(\$650.00)		0.00	NM		
See MG 5.6 [na]															
5	NPTV	10/29/12-10/29/12		M-F 7-730pm News	7-730p		M- - - - -	:30		\$2,850.00		0.00	NM		
Ⓜ MG for 18.1,13.3,5.1															
6	NPTV	11/02/12-11/02/12		M-F 630-7p	630-7p		- - - - - F- - - -	:30		\$3,400.00		0.00	NM		
Ⓜ MG for 11.1,8.1,5.4															
E 6	WPTV	10/30/12	11/02/12	M-F 12-1pm M-F 12n-1p	CM	12-1p	- 11- 1- - -	:30	3	\$500.00	P-2	0.00	NM	3	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/30/12	11/05/12	- 11- 1- - -	3		\$500.00		0.00						
E 7	WPTV	11/01/12	11/05/12	M-F 3p-4p 3-4pm Jeff Probst	CM	3-4p	1- - 1- - - -	:30	2	\$500.00	P-2	0.00	NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/30/12	11/05/12	1- - 1- - - -	2		\$500.00		0.00						
E 8	WPTV	10/31/12	11/02/12	M-F 4p-5p M-F 4p-5p	CM	4-5p	- - 1- 1- - -	:30	2	\$750.00	P-2	0.00	NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/30/12	11/05/12	- - 1- 1- - -	2		\$750.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	WPTV	10/30/12-11/05/12		M-F 4p-5p	4-5p		- - W- - F- - - -	:30		(\$750.00)		0.00	NM		
See MG 5.6 [Network Breaking News]															
E 9	WPTV	11/01/12	11/05/12	M-F 5-530p M-F 5-530p	CM	5-530p	1- - 1- - - -	:30	2	\$1,800.00	P-2	0.00	NM	2	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/30/12	11/05/12	1- - 1- - - -	2		\$1,800.00		0.00						
E 10	WPTV	10/31/12	10/31/12	M-F 530-6p M-F 530-6p	CM	530-6p	- - 1- - - - -	:30	1	\$1,800.00	P-2	0.00	NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						



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Page 3 of 4

Contract / Revision **307368** Flight Dates **10/29/12-11/05/12**

Hiatus Dates

Original Date / Revision 08/08/12/ 11/01/12

Order Sep 00:20:00

Advertiser **American Crossroads** Product **American Crossroads**

Estimate # **694**

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
E 10	WPTV	10/31/12	10/31/12	M-F 530-6p M-F 530-6p	CM	530-6p	-- 1----	:30	1	\$1,800.00	P-2	0.00 NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/30/12	11/05/12	-- 1----	1		\$1,800.00		0.00					
E 11	WPTV	11/05/12	11/05/12	M-F 6-630p M-F 6-630p	CM	6-630p	1-----	:30	1	\$2,000.00	P-2	0.00 NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/30/12	11/05/12	1-----	1		\$2,000.00		0.00					
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>			
1	WPTV	10/30/12-11/05/12		M-F 6-630p	6-630p		M-----	:30	(\$2,000.00)	0.00	NM			
See MG 5.6														
[na]														
E 12	WPTV	10/31/12	10/31/12	M-F 630-7p M-F 630-7p	CM	630-7p	-- 1----	:30	1	\$3,500.00	P-2	0.00 NM	1	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/30/12	11/05/12	-- 1----	1		\$3,500.00		0.00					
E 13	WPTV	10/30/12	11/05/12	M-F 7-730p M-F 7-730p	CM	7-730p	11- 1---	:30	3	\$1,000.00	P-2	0.00 NM	2	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/30/12	11/05/12	11- 1---	3		\$1,000.00		0.00					
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>			
3	WPTV	10/30/12-11/05/12		M-F 7-730p	7-730p		MT- Th----	:30	(\$1,000.00)	0.00	NM			
See MG 5.5														
[schedule change to nightly news]														
E 14	WPTV	10/31/12	10/31/12	M-F 730-8p M-F 730-8p	CM	730-8p	-- 1----	:30	1	\$1,000.00	P-2	0.00 NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/30/12	11/05/12	-- 1----	1		\$1,000.00		0.00					
E 15	WPTV	10/30/12	10/30/12	M-F 11-1135p M-F 11-1135p	CM	11-1135p	- 1-----	:30	1	\$1,700.00	P-2	0.00 NM	1	\$1,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/30/12	11/05/12	- 1-----	1		\$1,700.00		0.00					
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>			
1	WPTV	10/30/12-11/05/12		M-F 11-1135p	11-1135p		- T-----	:30	(\$1,700.00)	0.00	NM			
See MG 15.2														
2	NPTV	10/30/12-11/05/12		M-F 11-1135p	11-1135p		-- W-----	:30	\$1,700.00	0.00	NM			
Ⓜ MG for 15.1 10/30														
[mg to Wed due to sell out on Tue]														
E 16	WPTV	11/02/12	11/02/12	M-F 1135p-1235a M-F 1135p-1235a	CM	1135p-1235a	---- 1--	:30	1	\$700.00	P-2	0.00 NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/30/12	11/05/12	---- 1--	1		\$700.00		0.00					
E 17	WPTV	11/03/12	11/03/12	Sa 8-10a Sa 8-10a	CM	8-10a	----- S-	:30	1	\$1,000.00	P-2	0.00 NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/30/12	11/05/12	----- S-	1		\$1,000.00		0.00					
E 18	WPTV	11/04/12	11/04/12	Su 8-9a Su 8-9a	CM	8-9a	----- S	:30	1	\$1,200.00	P-2	0.00 NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/30/12	11/05/12	----- S	1		\$1,200.00		0.00					



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Page 4 of 4

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Order Sep 00:20:00

Advertiser **American Crossroads** Product **American Crossroads**

Estimate # **694**

													<u>Totals</u>		
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount	
E 18	WPTV	11/04/12	11/04/12	Su 8-9a	CM	8-9a	-----S	:30	1	\$1,200.00	P-2	0.00 NM	0	\$0.00	
				Su 8-9a											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/30/12	11/05/12	-----S	1		\$1,200.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg Type</u>			
1	WPTV	10/30/12-11/05/12		Su 8-9a		8-9a	-----Su	:30		(\$1,200.00)		0.00 NM			
See MG 5.5															
[na]															
E 19	WPTV	11/04/12	11/04/12	NFL Pregame	CM	4-10p	-----S	:30	1	\$2,000.00	P-2	0.00 NM	1	\$2,000.00	
				NFL Pregame	(7:00 PM-8:15 PM)										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/30/12	11/05/12	-----S	1		\$2,000.00		0.00						
													Totals	35 \$43,500.00	